

ABERDEEN CITY COUNCIL

COMMITTEE	Council
DATE	23 rd August 2023
EXEMPT	No
CONFIDENTIAL	No
REPORT TITLE	City Centre and Beach Masterplan: GENERATION ABERDEEN
REPORT NUMBER	COM/23/269
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REPORT AUTHOR	Craig Innes
TERMS OF REFERENCE	21

1. PURPOSE OF REPORT

- 1.1 To seek Council approval for the new construction information design for the City Centre and Beach Masterplan Projects

2. RECOMMENDATION

That Council:

- 2.1 Approves the adoption of the new construction information design for the City Centre and Beach Masterplan Projects:
GENERATION ABERDEEN.

3. CURRENT SITUATION

- 3.1 A number of projects are now moving into mobilisation phases and require safety hoarding to be placed around a number of sites approved by Council. As such it would be appropriate for construction information design to be utilised on construction hoarding providing details that the project is being undertaken/funded by Aberdeen City Council.

3.2 Beach and City Centre Masterplan Vision

- Regeneration of the City Centre
- Promote civic pride in the City
- A vibrant City Centre where people want to live, work and visit – a reason to come/stay in Aberdeen
- Make Aberdeen the new place to visit in Scotland
- Union Street – fix “the beating heart of the city” first - this is what the people of Aberdeen want
- An improved quality of Place – an attractive City improving wellbeing
- Connect Union St Gardens to Union St and the Beach and bring the Beachfront back to life

- Re-occupy and re-purpose empty City Centre properties
 - Move to a green, renewables based economy
 - An energy transition that builds on the knowledge economy from Oil & Gas
 - Improve links with Higher and Further Education - attract and keep more graduates in the City
 - Economic diversification including tourism and life sciences
 - A future proofed City based on evidence based solutions ensuring flexibility
 - More commercial assets that generate income
 - Infrastructure investment that shows a return on spend.
- 3.3 Following this workshop it became clear that a versatile, overarching construction information design was required that could be used to demonstrate the visionary and ambitious nature of Aberdeen City Council's plans for the city and the outcomes of the City Centre and Beach Masterplan Projects.
- 3.4 The design had to be used immediately but have longevity. It had to have the potential to fit across each of the projects separately but have an overarching theme.
- 3.5 It was critical that as many as possible of the citizens of Aberdeen, of all ages, visitors and those considering visiting, businesses and all other stakeholders, could see themselves having ownership of this design.
- 3.6 The design development project began more than a year ago, when initial ideas were sought, these were then developed over many months. Research was carried out on cities across the world on how their 'regeneration' projects were branded. The design team also worked with the Aberdeen City Council partnership agreement to extract key words and straplines that could be incorporated into the final design idea. More than 70 straplines and key words were considered.
- 3.7 Following this period of research, a workshop to establish the favourite words found 'regeneration' to be a key descriptive, but it was felt it had some negative connotations.

Aberdeen City Council has generated a new vision for the city, so to that end, the design **GENERATIONABERDEEN** was forged.

The word "Generation" allows us in one fell swoop to encapsulate all the positive elements of the project, whilst simultaneously drawing in all age groups. Each individual generation will see Aberdeen as theirs, creating ownership of the past, present and future. It is for all. This is in keeping with the on-going work with young people on the development of the beach.

There is a subliminal reflection of the word "Regeneration" in the logo without any negative connotations of regeneration being required. This reminds people that Aberdeen City Council is investing heavily in 'generating' huge improvements within the city.

It allows each age group, young and old, to immediately identify themselves as being their **GENERATIONABERDEEN**. Hope and aspiration for the future without forgetting the past and all its achievement.

The design options and name have now been developed further through consultation, briefing, reference to existing brand guidelines and those of partners, the City Centre and Beach Masterplan vision and materials, and consultation with ACC colleagues and Councillors.

GENERATION ABERDEEN is versatile and allows the word “Aberdeen” to be replaced with a lexicon reflecting the work that is currently being done. If required it can also be used on other projects yet to be started as well as aspirations, from “Education” and “Energy” to “Tourism” or “Transportation”, the scope is vast. The announcement on the climate emergency also fits with both allowing “NetZero” to be added with ease. This allows the logos to be integrated into everything the council is delivering beyond the City Vision.

3.8 *Our City of Opportunity* strapline was chosen by the councillor focus group as the key supplementary messaging on the logo. This was selected from the more than 70 straplines that were developed from extensive research of other cities, and from the Council’s partnership agreement.

3.9 The final development in this year long process was where the logos take shape and are brought to life. Real life applications were generated, and execution across a variety of media considered, these include the “Levelling Up” logo where appropriate for the Market. These have been developed more thoroughly following extensive consultation with Aberdeen City Council Councillors and Officers.

3.10 Following more than a year of consultation, it is apparent that Aberdeen citizens and organisations would like a website developed that contains the most up-to-date information on the City Centre Masterplan projects. With that in mind www.generationaberdeen.co.uk and www.generationaberdeen.com have both been reserved for Council use.

4. Next steps

Following Council approval of the preferred design, the following steps will be taken;

- The development of a City Centre and Beach Masterplan Projects website.
- The development of social media templates.
- The development of design use guidelines.
- Full use of the logo across all project materials and engagement.

5. FINANCIAL IMPLICATIONS

5.1 The indicative costings to date and for the next steps shown in paragraph 4 are £12K and are drawn from existing resources.

5. LEGAL IMPLICATIONS

5.1 There are no identified legal implications.

6. ENVIRONMENTAL IMPLICATIONS

- 6.1 There are no identified environmental implications. The design will be a digital resource available to the Council.

7. MANAGEMENT OF RISK

- 7.1 An initial Project Risk exercise has been carried out. The outcomes of which are noted below:

Category	Risks	Primary Controls/Control Actions to achieve Target Risk Level	*Target Risk Level (L, M or H) *taking into account controls/control actions	*Does Target Risk Level Match Appetite Set?
Strategic Risk	Without the development of an identifiable design for these projects, we fail to raise the necessary awareness and impact to attract interest and investment.	Universal use of the new design, demonstrating that this is in support of the future direction (and investment) for the City Centre and Beach Masterplan Projects.	L	Yes
Compliance	No risk identified	N/A	N/A	N/A
Operational	Ensuring all publicity and communication materials utilise the new design.	1. Undertake awareness training for all staff engaged in the City Centre and Beach Masterplan Projects. Following more than a year of consultation Aberdeen citizens and organisations would like a website developed that contains the most up-to-date information on	L	Yes

		<p>the City Centre and Beach Masterplan Projects. With that in mind www.generationaberdeen.co.uk and www.generationaberdeen.com have both been reserved for Council use.</p> <p>2. A Communications Plan will be produced to explain the strategic use for the new design.</p>		
Financial	There are no identified risks beyond the initial cost of completing the design development of the new logo.	N/A	N/A	N/A
Reputational	Failure for the design to be recognised by its intended audience could lead to reputational damage.	The new design has been prepared by a known Scottish media and design specialist. It has been developed more thoroughly following extensive consultation with Aberdeen City Council including Councillors and Officers.	L	Yes
Environment / Climate	There are no identified environmental risks. The design will be a digital resource available to the Council.	N/A	N/A	N/A

The assessment of risk contained within the table below is considered to be consistent with the Council's Risk Appetite Statement.

8. OUTCOMES

The proposed outcome is that there will be universal adoption, usage and recognition of the design. In turn it is anticipated that this will lead to a higher profile of the Council's ambitions, leading to attracting further investment. The intended audience (and potential investment opportunities) is local, national and international. It is intended that the **GENERATION ABERDEEN** will obtain global recognition.

<u>COUNCIL DELIVERY PLAN</u>	
	Impact of Report
Aberdeen City Council Policy Statement	Supports the delivery of Economy Policy Statement 4 – Increase city centre footfall through delivery of the City Centre Masterplan. 1. – Continue to maximise community benefit from major developments.
<u>Aberdeen City Local Outcome Improvement Plan</u>	
Prosperous Economy Stretch Outcomes	Supports Outcome 1 10% increase in employment across priority and volume growth sectors by 2026.
Prosperous People Stretch Outcomes	Supports Outcome 7 Child Friendly City which supports all children to prosper and engage actively with their communities by 2026.
Prosperous Place Stretch Outcomes	Supports Outcome 14 Addressing climate change by reducing Aberdeen's carbon emissions by 42.5% by 2026 and adapting to the impacts of our changing climate Supports Outcome 15 38% of people walking and 5% of people cycling as main mode of travel by 2026.
Regional and City Strategies	The report supports the priorities in the Regional Economic Strategy (RES) investment in infrastructure, regenerating our city centre, unlock development potential, improve the deployment of low carbon transport, to enable Aberdeen to realise development opportunities in the City Centre Masterplan.

9. IMPACT ASSESSMENTS

Assessment	Outcome
Integrated Assessment Impact	N/A
Data Protection Assessment Impact	N/A
Other	N/A

10. BACKGROUND PAPERS

10.1 None

11. APPENDICES

11.1 Appendix 1 – Final Design

12. REPORT AUTHOR CONTACT DETAILS

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